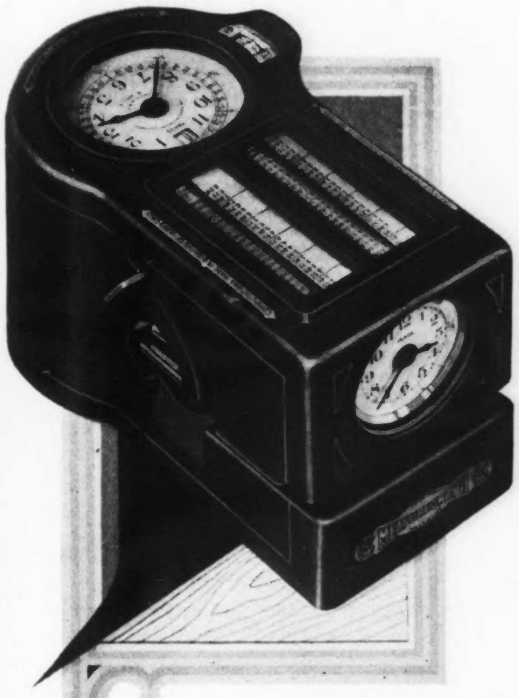
A Close-up of the New

Master Measuregraph

Model 128



CLEAN-CUT, compact, finished in Brewster green, the new model 128 Master Measuregraph is as handsome as it is efficient. This view shows its simple construction—nothing to confuse the operator.

For those not familiar with the functions of the Measuregragh, here follows a brief outline of its services:

1 ***Measures Fabric.*** By compelling a correct start, measuring with unerring accuracy and automatically stopping measurement at the proper yardage, the new Model 128 Master Measuregraph prevents under-measurement and over-measurement, assuring you payment for *every inch* of goods sold.

2. ***Computes Each Sale.*** The automatic charts indicate the exact amount of each sale—the operator does not have to juggle fractions and odd prices. Service is thus expedited and your sales people devote their entire time to selling.

3. ***Registers Measurement for Operotor.*** The operator can tell, by a glance at the dial, just what amount of yardage has been measured.

4. ***Register Measurement for Customer.*** A customer's dial. facing the buyer, shows the customer the amount of fabric measured.

5. ***Notches Fabric at End of Measurement.*** A convenient lever notches the fabric at the exact yardage desired.

6. ***Totals Yardage.*** Model 128 Master Measuregraph measures up to 12 yards at a time, the total capacity of the machine being 84 yards. This makes the machine a valuable asset at inventory time.

7. ***Speeds Service.*** The ease and quickness of operation, plus the elimination of figuring the amount of each sale, enable your sales people to serve more customers in less time.

Dependability has always been a characteristic of the Measuregraph—the test of time has proven its worth. The Measuregraph was the original fabric measuring machine and the new Model 128 Master Measuregraph is as outstanding today as the original Measuregraph was when it first appeared.

Many of the country's most successful retail merchants have made the new Master Measuregraph standard store equipment throughout their piece goods departments.

THE MEASUREGRAPH COMPANY

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